REMARKS

Status of Claims

The Office Action mailed October 17, 2007 has been reviewed and the comments therein were carefully considered. Claims 1, 2, 5 – 10, 13 – 27, 29 and 30 are currently pending and are rejected. Claims 1, 10, 17 and 20 have been amended. Claims 8, 26 and 28 have been canceled. New Claims 31 and 32 have been added.

Claim Amendments

In addition to the claim amendments discussed below, Applicant has amended Claim 17 to fix an improper dependency, and Claim 20 to remove redundant language. Applicant has also canceled Claim 28, which was redundant.

Response to Examiner's Comments

Applicant appreciates the Examiner's suggestions for how to amend the claims to obviate over the art of record. Applicant has amended Claims 1, 10 and 20 to recite that the presentation engine performs "dynamically selecting and displaying one of the virtual worlds according to program content selected by a user for viewing," and also "enabling the user to customize display of the EPG according to user preferences". Subject matter for these features is provided in Claim 8, and also in the specification, *inter alia*, at page 10 lines 14-21, and page 11 lines 4-19.

Claim Rejections Under 35 U.S.C. 103

Claims 1 – 5, 8 – 9, 20 – 23 and 26 – 27, 29 – 30 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,754,906 to Finseth in view of U.S. Patent 5,745,710 to Clanton, U.S. Patent 6,990,677 to Pietraszak and U.S. Patent 6,898,762 to Ellis. This rejection is respectfully traversed.

Applicant has amended the independent claims to include a feature recited by Claim 8, in that a virtual world is selected according to program content selected by a user for viewing. Applicant asserts that Clanton, or any of the other cited references, either alone or combined, do

not teach this feature. Clanton at Col. 12 lines 1-26 and 46-50 discloses that a user may activate "extras", as well as enter different parts of a virtual world. However, in all cases, the virtual worlds described by Clanton are selected by explicit user actions, not by program content selected by a user. Further, although Clanton discloses ultimately selecting program content through such a virtual world interface (see Fig. 7), Clanton does not disclose the "reverse" process of selecting a virtual world based on user program selection.

Accordingly, Applicant asserts that Claims 1, 10 and 20 as amended are allowable over the combination of cited references, and that these claims and all claims dependent upon them are allowable. Applicant has canceled Claims 8 and 26.

Applicant has added new Claims 31 and 32, that recite subject matter disclosed in the specification, *inter alia*, on page 12 lines 1-6. Applicant asserts that these claims are allowable.

Conclusion

All rejections having been addressed, Applicant respectfully submits that the instant application is in condition for allowance, and respectfully solicits prompt notification of the same. Should the Examiner have any questions, the Examiner is invited to contact the undersigned at the number set forth below.

Respectfully submitted,

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